

EXPECT 800 MERCHANTS TO VISIT LOCAL MARKET

Trade Extension Bureau Has Completed Plans for "Better Acquaintance Week."

BIG ENTERTAINMENT PROGRAM

Visitors From Virginia and States to the South Will Enjoy Wide Variety of Diversions—Complete Program of Events.

Hard upon the other activities which are bringing Richmond rapidly to the fore as the market gateway to the South comes now "Better Acquaintance Week" which begins to-morrow and continues through Saturday. It will be the gathering together of the buyers of North and South Carolina and of Virginia and the merchants and manufacturers of Richmond, such a gathering as it was the annual custom of cities in Germany, Russia and England to hold when men went hundreds of miles to market to make their purchases for the year.

In those days they traveled in cumbersome conveyance, and sometimes it took the buyers weeks to arrive at their favorite marketing place. Now they travel in luxurious Pullman or comfortable railway carriage, and when the days buying is done, entertainment whistles away the early night hours, and, if they be so inclined, they may make enough purchases to afford them a part of the cost of their railway fares.

GET-TOGETHER EVENTS HAVE PROVED SUCCESS

"Better Acquaintance Week" is the outcome of the efforts of the Trade Extension Bureau of the Chamber of Commerce. The first week met with immediate success. The Richmond merchants and manufacturers were pleased, and the buyers who had journeyed here to get the pick of the market were well satisfied.

The idea fastened itself upon the minds of the members of the trade extension bureau. They saw in it an efficient way of advertising Richmond in their own State and in the two States to the South—a manner of getting together those who are always interested in each other—the man who wants to buy something and the man who has it to sell. So larger crowds have come each year.

During this week it is expected that there will be between 700 and 800 visiting merchants.

PURCHASERS WILL GET REFUND OF FARES

An attractive proposition has been offered them in the way of a part or whole refund of their railway fares. The three States have been divided into zones, and fares will be refunded to merchants on the basis of miles traveled and the aggregate value of goods purchased from members of the trade extension bureau only. For the first zone, aggregating 150 miles or less, the fare one way will be refunded if the purchases amount to \$250; for 300 miles or less the fare both ways will

be refunded if the purchases amount to \$500.

In the second zone, for 151 to 250 miles, the fare will be refunded for one way if the purchases amount to \$500; for 301 to 500 miles, the double fare will be refunded if the purchases amount to \$1,000.

In the third zone, for 251 miles or more, the fare for one way will be refunded if the purchases aggregate \$750; for 301 miles or more the fare both ways will be refunded if the purchases amount to \$1,500.

VISITORS WILL REGISTER AT CHAMBER OF COMMERCE

The visiting merchants are requested to register as soon as they arrive, with the treasurer, Room 1,002 Chamber of Commerce Building, and after the purchases are made they will report to the treasurer the names of the firms and the total amount of the bill purchased from each.

Every member of the Trade Extension Bureau has formed himself into a committee of one to aid the appointed committees and to see that every courtesy is afforded the visitors. The display men have been busy making their shops attractive and in so arranging their merchandise that the visiting buyer may immediately pick out what best suits his need.

There will be no lack of entertainment. A reception will be given the visitors at the Business Men's Club to-morrow night at 8:30 o'clock.

ENTERTAINMENT PROVIDED FOR VISITING MERCHANTS

The program follows:

Monday, 8:30 P. M.—Reception at Business Men's Club. Music, refreshments and social entertainment.

Tuesday, 8:30 P. M.—Assemble at Jefferson Hotel Auditorium. Address on "Frequent and Profitable Stock Turn-over" by Max Holtz, president Economy Service Company, of New York City, assisted by one of the experts of the Dry Goods Economist in a demonstration of window stock display. Music and buffet lunch.

Wednesday, 4 P. M.—James River boat trip to City Point and return. Music, refreshments and continuous entertainment. Steamboat leaves wharf, foot of Main Street, at 4 P. M., returning 10 P. M.

Thursday, 8:30 P. M.—Assemble on Richmond Hotel roof garden. A "Get-Together Party." Vaudeville, cabaret, music, refreshments, cool breezes and fun all the while. Merchandise prizes and souvenirs will be distributed.

Friday and Saturday—Theater parties at Little, New, Albion, Superior, Rex, Virginia, Colonial, Victor and Isis Theaters. Varied entertainments by individual firms, members of the bureau, luncheons, sight-seeing trips, etc.

W. B. Broadbent, chairman of the executive committee of the trade extension bureau of the Chamber of Commerce, has announced the following committees:

Headquarters—A. H. Felthaus, chairman; W. U. Ogilvie, Stacy F. Garrett, E. N. Ezekiel, Percy W. Peay and John C. Neale.

Reception—J. T. Palmatary, chairman; M. W. Anderson, W. B. Northern, R. L. Powers, Charles E. Straus, Jr., W. D. Stuart, J. E. Woodfin, John C. Freeman, C. Rose, Percy C. Christian, Felix F. Marks, Hawes Coleman, Ira Y. Stern, H. D. Hoge and Milton M. Bloomberg.

Entertainment—Alvin M. Smith, chairman; C. D. Coleman, B. W. Wilson, John B. Pinder, C. C. Reed, T. B. McAdams, E. T. Harrison, H. W. Rountree, J. G. Corley, G. Edmund Massey, C. E. Snow, Peyton Grimes and J. E. Fowler. Publicity—Horace F. Smith, chairman; Woodson P. Wadley, Waller Holaday, James Whitsett, W. A. Williams, Frank M. Davis and P. A. Seaton.

A Statement to the Public from THE TYLER STORE

First and Broad Richmond First and Broad

Announcement having recently been made in the news columns of the local daily papers concerning the disposition and sale of Julian W. Tyler's Store prompts this statement from the new owners, who in future will operate this prominent establishment of nineteen years of honorable and active merchandising.

As newcomers and comparative strangers to the people of this State, with whom we wish to immediately become established and identified, it is necessary that a recital of facts should be given the public whose confidence we desire to retain.

It is the intention of the new owners to conduct this business in future along the same high plane and broad-minded standards that have served to place it in the forefront of Southern mercantile institutions, and the enviable reputation enjoyed by our immediate predecessor, who has just now retired, will be carefully preserved.

The methods which have been successfully employed in the past will be rigidly maintained, and, wherever possible, enlarged and broadened, to cope with the ever-changing present-day conditions. Furthermore, we plan to add

many new departments which the building will well accommodate, for it is one of the largest and most modern in appointment of any plant of its kind in this section of the country.

The stock of merchandise just invoiced is to us almost staggering and unbelievable in both size and character; it is, to our minds, the largest, the finest, and surely the most carefully selected stock of wearables we have ever seen gathered under one roof.

This enormous stock is composed of Men's, Young Men's Youths', Boys' and Children's Clothing, Hats, Shoes and Furnishings, and Ladies' Ready-to-Wear Coats, Suits, Skirts, Waists, Furs, Dresses, etc.

And remember, too, that while the new owners are unknown to you now, you will shortly have thrown in your way such wonderful inducements that the acquaintance will be of material interest—introducing you to the bigness and broadness of the most metropolitan store you have known.

Further and more complete announcements of interest will be made in the local daily papers each day. Store is now closed to re-mark stock for the greatest merchandise event in the history of Richmond. **Sale Opens Thursday, Aug. 19, 9 A. M.**

THE TYLER STORE

WILLETT & GOLDSTEIN First and Broad Streets

PHONE MADISON 1500

JULIAN W. TYLER

FIRST AND BROAD STREETS
MEN'S, BOYS', LADIES' AND
CHILDREN'S WEAR.

RICHMOND, VA.

August 13, 1915.

TO OUR PATRONS:

I have this day transferred to Messrs. B. W. Willett and Albert S. Goldstein, of New York City, entire interest in my store, together with the lease of the building at First and Broad Streets, this city.

This transfer, as you must know, marks the ending of my most successful career in the Retail Business of Richmond, Va., the full reason for which has already been made public in the press.

I bespeak for the new owners the full confidence and consideration of my many patrons with the earnest belief that the policies which have been guarded with such zealous interest in the past will be fully upheld by my successors who henceforth will conduct the business.

With gratitude and good wishes, I am,
Yours truly,

Julian W. Tyler

It is always best, we think, to be open and aboveboard regarding any plans we may have that are likely to be of interest to the people, which tends to create a warmth and confidence we wish you to have in all our future acts and statements.

The purchase of this store and lease has, as you must know, involved a considerable outlay—notwithstanding the fact that the merchandise was secured at a wonderful discount from the original wholesale cost.

We will dispose of this merchandise at a corresponding reduction to you, and the newspapers this week will

carry daily announcements, containing the full import of our statement here—that such values as we offer have actually never been known here before.

The original force of salespeople will be retained without any reduction in salaries, and your personal favorites, if any, will continue to serve you as they have in the past.

When the present stock, as it stands, has been entirely eliminated, which necessarily must be done, you will have opened to your view a complete outfitting store of such magnitude and importance that the entire community will hail its advent with much admiration.

EVERYTHING COSTS LESS AT
WEISBERGER'S
RICHMOND'S GREAT STORE

Starting To-Morrow, Our Great
**End-of-Season
Sacrifice Sale**

Determined to close out all summer merchandise, we have sacrificed profits and disregarded original prices.

Now in Progress, Our Annual
August Furniture Sale
On the Third and Fourth Floors

New Hats
Every
Day

EVERYTHING COSTS LESS AT
WEISBERGER'S
RICHMOND'S GREAT STORE

Millinery
Department
Second Floor

New
Autumn Hats
A Special
Display of 60 of the
New Modes at
\$5

All the fascinating new
Hat styles, including foreign
adaptions, have been secured
in unusually fine qualities
for this extraordinary collection
at \$5.00.

They will give style prestige
now and be equally good
late in the fall.

The Clever Styles Include

The New Bell Hop Cap
The New Louise Poke
The New Chef Tam
The New Sea Sailor



One of the graceful new Sea
Sailors of rich black velvet
bound with fine silk braid and
relieved by a single rose colored
velvet flower, \$5.00.

Newest Trimmings

Beaded bands
Jet flowers
Wool ornaments
Velvet flowers

Millinery Department, Second Floor